

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 301—Hunt, New Photo Test—Reg. No. 91099—Page, 4/1—Black—8 1/2 x 11 1/2—National Magazine, 1974 (A)

Printed in U.S.A.

1. Jungle John Wagner claimed he'd be lost without his hand-carved, rhino-tusk cigarette holder. He found it gave him clearer taste.

2. No need for a cigarette holder today. You've got Parliament. The recessed filter is tucked back, away from your lips.

3. With Parliament, you never taste the filter. Just rich, clean tobacco flavor. The hunt is over.

Parliament. The recessed filter cigarette.



Now in bright new packs.

Kings: 11 mg "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Dec. '73

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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